Science Technology and Telecommunications Committee

11.28.2011

NMSU – UNM – ENMU – APS



On Behalf of New Mexico Public Media thank you for the opportunity!











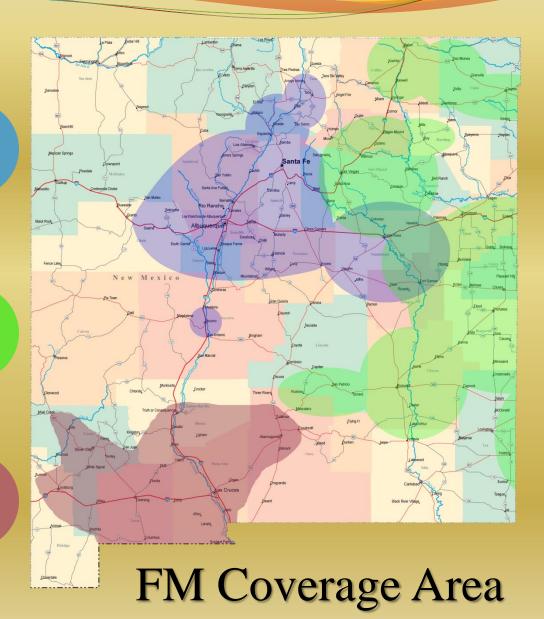














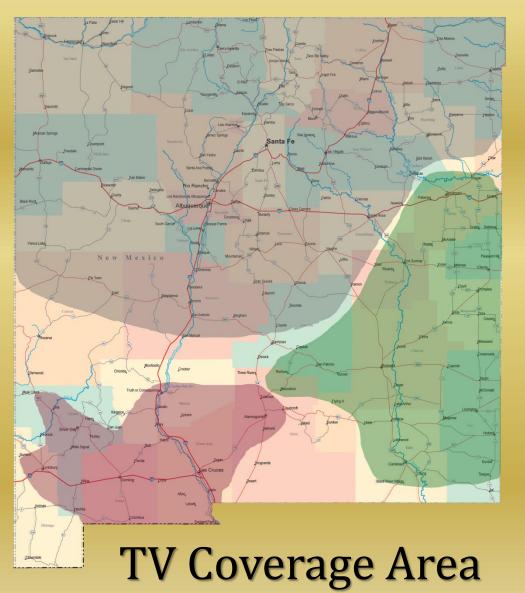












"What we must decide is how we are important rather than how cherished we are." F. Scott Fitzgerald 1896-1940

Local radio programs:





Candidate Forums

State & Local News

Live Election Coverage

New Mexico Music

Concerning New Mexico

Native Music Hours

Classical Music For A

Sunday Morning

Fronteras

Ask NMSU

Images

Intermezzo

Fiesta

Jazz

Blues

Puentes

Local radio programs:





Community Calendar

A Touch on Nature

Legislative Report

Partyline

High Plains Update

Fine Arts Venue

Coaches' Corner



KUNM News

KUNM Call-In Show

Native Calling

Raices

Espejos de Aztlan

Every Kind of Music

Live Local Events

Hours of local programming aired on TV:





knme 149 plus web 130



134 plus web 105

Local Programming Highlights:



New Mexico in Focus

American Graduate

Painting Taos (Emmy)

Colores!

Balloon Fiesta (Emmy)

Public Square

Candidate Forums

Moments in Time

The Sandias (Emmy)

Local Programming Highlights:



News 3 New Mexico Cultura

Creative Living SportsLook

You Should Know Report from Santa Fe

Job Opportunities Hourly Local Weather

Candidate Forums

Local Programming Highlights:



Fronteras NewsMakers

News 22 Field Trip!

Economic Forums Candidate Forums

Your Legislators NMSU Sports Weekly

Conversations in Black History (Emmy)

Local Outreach:



NM PBS LearningMedia

Ready to Learn

Teacherline courses

Teachers domain

Raising Readers

Science Central

Local Outreach:



Coffee Visits

Fronteras

Chamber Collaboration

Top Teens

How do we reach New Mexico?







ISDN Lines provide studio quality sound between stations.

\$1,500 annually per station based on usage

Shared Radio Coverage:



Report from Santa Fe



Legislative reports



Fronteras

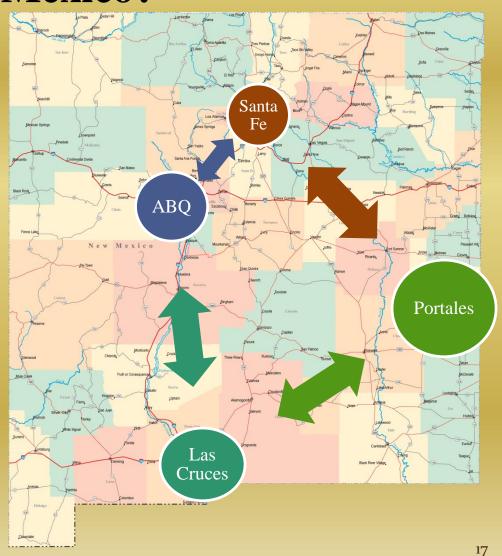
How do we reach New Mexico?

Television
Fiber
Interconnect









Monthly Cost of Television Fiber:







\$1,491

\$1,593

\$1,636

Shared Television Programming:



Report from Santa Fe

Congressional Forums

Creative Living

Shared Television Programming:



Volunteerism Special

Congressional Forums

Field Trip!

Shared Television Programming:



NM In Focus Public Square

Congressional Forums

Colores!

Pledge Specials

PUBLIC MEDIA -

No Longer Public Broadcasting

kunm.org krwg.org

kanw.org kenw.org

knme.org

How will we serve New Mexico in the future?



"We strive to engage community development by providing relevant news, a forum for open discussion, a celebration of the arts while preserving and conveying human and natural history."





KENW provides programming – local and national that respects the viewers' intelligence and adds value to their lives. Every day we broadcast commercial-free programs to your home, school, or work, that provide children and adults alike with more opportunities to learn, to be entertained, and to grow as individuals in an ever-changing, diverse world.



KNME's mission is to inform, engage, and connect New Mexico's diverse communities, reflecting their interests and needs through quality programming, services, and on-line content that can be accessed universally anytime, anywhere.



Emergency Readiness!! NM Public Media is the Only

source to reach 95% of the State via Radio, TV, web, facebook, twitter...

Expanded program sharing to provide relevant information!

2012 Candidate Debates



StateImpact Grant



New Mexico PBS Learning Media

- •A **robust content library** of 16,000+ digital assets designed and aligned to core standards for classroom and student achievement
- •An innovative delivery platform that is 100% customizable.
- •An affordable solution for evolving digital media classroom needs.
- •Online **Professional Development** for schools and educators.
- •An **integrated service** that includes the best of public broadcasting and allows for integration of local content.

The Challenges

Capital Renewal Digital Transmission Systems and Digital processing (Master Control) installed in 2006.

Funding

New Mexico Public

Television funding reduced

29%

Since 2009



Corporation for Public Broadcasting

The federally funded **Corporation For Public Broadcasting (CPB) grants** are based on NFFS formulas. KRWG receives roughly 11¢ per dollar locally raised. State cuts are compounded by Federal Cuts.



Corporation for Public Broadcasting

Every dollar cut from KNME's state appropriations results in a loss of 20¢ per dollar from federal funds.

Public Television Day in
New Mexico
"Whereas, KNME, KRWG and
KENW...

Have provided quality,
educational programs and lifelong learning to the citizens
of New Mexico for
More than 50 years"
15th Legislature March 1, 2011









Thank you!







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